

Sustainable Tourism in Nha Trang, Vietnam

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<p>This bachelor thesis was a part of Erasmus+ TOURIST project cooperated with Haaga-Helia University of Applied Sciences about sustainable tourism in destinations in Vietnam. The chosen destination in this project was Nha Trang city, a beach city destination in Vietnam which had many problems in keeping the interests of both domestic and international tourism.</p> <p>The main purpose of this thesis was to study about the sustainable situation of tourism in Nha Trang, including an introduction about the destination in order that others are able to have a general idea about Nha Trang as a tourist attraction. Then, the second aim of this thesis was find out what the level of sustainability of tourism in Nha Trang was and how to improve it.</p> <p>This was a qualitative research method thesis by using interview form distributed to tourism experts and locals in Nha Trang in order to get general and expertise information about sustainable tourism level in Nha Trang. Moreover, with the discussion with the interviewees could bring out some recommendation of how to improve the sustainability level in Nha Trang.</p> <p>The results of this thesis showed that Nha Trang had low sustainable tourism levels due to the neglect of the locals and ineffective scheme of the government. Those two were the main stakeholders in sustainable tourism development in Vietnam in general and Nha Trang for specific. There were recommendations in this thesis from the interviewees and the author to help improve the sustainable tourism development in Nha Trang.</p>	
Keywords sustainable tourism, tourism in Vietnam, Nha Trang	

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1 Introduction

Nowadays, nobody can neglect the importance and contribution of tourism in economic growth. It is also recorded to help to build up the local population, environment and has a deep impact on the economic growth of one destination. Then, it is important to sustain the of tourism wealth in all its dimensions. For over 30 years, sustainable tourism was introduced and has been blooming in every nations. More and more tourists now care for the nature and seek eco-friendly tours or destinations (UNWTO, 2005). However, sustainable tourism is not just only about environmental. In this thesis, the author presents the sustainable tourism case of Nha Trang, Vietnam to bring more idea about sustainable tourism knowledge and its situation in Nha Trang – one of the most well-known destination in Vietnam.

1.1 Objective and aims

Based on the abstract above, this thesis is a study of sustainable tourism in Nha Trang, Vietnam. Nha Trang is a coastal city in Khanh Hoa Province, Vietnam which has attracted many tourist every year since the early of 1990s. In 2017, according to the statistic of Minister of Cultures, Sports and Tourism of Vietnam, Nha Trang was glad to welcome the 2 millionth tourist visiting this city (Khanh Hoa News, 2017a). Although in the latest index provided by the Khanh Hoa Tourism Association, there were a rapidly increases in the number of international visitors coming to Nha Trang in 2016, it still brought many tourism issues to Khanh Hoa People's Committee (Colm, 2017)

Therefore, with own experiences, the author has been also a loyal tourist to Nha Trang city since 1996 when it was still an unknown destination for many tourism investments. When coming back to Nha Trang in 2013, the author was astonished at its beauty and tourism services. However, with the latest visit on January 2018, it is a big concern for the author in Nha Trang tourism. Many problems have been risen only with the last 5 years and they changed completely the experiences of Nha Trang not only for the author but also for the international and domestic tourists.

Coming back to Finland with that concern and participating in the Sustainable Tourism Project with Haaga – Helia University of Applied Sciences for writing personal bachelor thesis, the author would like to use this chance to research this tourism case from the sustainability aspect in order to find solutions or at least, some recommendations for Nha Trang tourism.

The thesis including four main parts which are introduction and problems discussion to show analyse the subject and its aim and also to give a point of view of the rising problems in the destination. Then, the literature review part focuses on the theories about sustainable tourism in general and in Vietnam based on previous studies, books, journals and other sources. After that, all the sustainability problems in Nha Trang are analysed in details in the third main part of the thesis. Finally, an analysis and results of surveys and interviews to collect data for the thesis is presented in fourth part which lead to a conclusion and some suggestions for Nha Trang in order to improve itself as a top destination in Vietnam.

1.2 Data collecting methods

For a bachelor thesis, there are two common methods of collecting data: qualitative and quantitative research methods. In this thesis, the qualitative method was used.

The author interviewed with selected tourism experts and locals in Vietnam and Nha Trang to have a professional and specific image of sustainable tourism in Nha Trang. The advantages of this method is getting more expertise and professional information about the topic when interview with the experts. It is also flexible in time and in the tools for the interviews (via Skype, emails, social media dicussions etc.). However, the interview results need selecting carefully to opt the subjective information from the interviewees. With this method, it is also hard to create a solid statistic and the results of this method cannot be generalized as a basic for board audience or the public.

1.3 Thesis Structure

This thesis was divided into four main parts: introduction, theories framework, survey and interview results and recommendations.

The introduction is mainly a first step for reader to have a general idea of this thesis about, its objective, and its methods of collecting data. In this part, a reader can also find some personal thoughts of the author on the chosen destination. Moving to the second part of this thesis, it is a part where the theories were written and presented. It first came with the knowledge of what sustainable tourism is based on books and academic articles. Those theories are also a frame for judging the sustainable tourism level in Nha Trang. Also, in this chapter, readers are able to have a preliminary picture of tourism in Vietnam and Nha Trang in two fields: sustainable tourism and tourism development in the last few years.

In the third part of the thesis, the interview results, analysis and sustainable tourism problem in Nha Trang are presented in this part. The data and information collected from the interview were categorized and systematic screened to write the sustainable tourism problems in Nha Trang. This chapter can give a deeper and expertise information about those rising problems in Nha Trang to the readers.

Last but not least, there is a conclusion and recommendations chapter in which, the author gathered all the data and information and based on the theories, have a final conclusion for the sustainable situation for Nha Trang tourism. From that conclusion and some thoughts from the interviews, a recommendation note for Nha Trang tourism is written.

2 Theories about sustainable tourism

This chapter gives the reader the theories of sustainable tourism in general and the sustainable tourism in Vietnam and Nha Trang as well. An introduction about Nha Trang as a destination can also be found in this chapter.

2.1 What is the sustainable tourism?

The term sustainable development was first introduced in 1980 in World Conservation Strategy of International Union of Conservation of Nature and Natural Resources (IUCN) as that the development of humanity focuses on not only the economic but also society needs and the effects on environment (IUCN, 1980). Then, in 1987, it was spread out after the Our Common Future report was published. In that report, sustainable development was said that to reach the sustainable state, all of society, governments, union etc. need to reunite to balance three factors (WCED, 1987)

- An effective economic development
- A fair society
- A conserved environment

Sustainability in economy means that we need to develop the economy rapidly and stably. Not all the fast growing economy is good, the best one is the one with a stable and reasonable development in a long-term. A fair society is that the every individual has the same rights and benefits. Also, everyone has the rights equally to join the sustainability development. Last but not least, the environment plays the supreme important role in human life. A sustainable environment based on the development of eco-system in the stable and longevity (WCED, 1987).

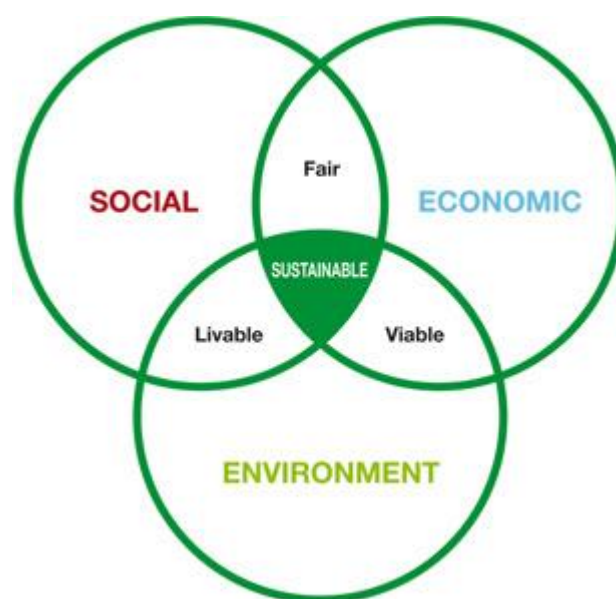


Figure 1 The three main factors of sustainable development (Louis Kennedy, 2011)

So, the sustainable tourism is the act of providing services to tourists and destination but still ensuring the ability to provide the needs to next generations in three main factors as stated above. However, sustainable tourism has a wider concept than the original sustainable development. In fact, the aim of sustainable tourism can be understood as:

- Develop and enhance the tourism industry' contribution into the economy.
- Improve the society fair
- Improve locals living standards
- Response to the high requirement of tourists
- Conserve the environment

To balance the environmental, social and economic needs and developments is the key leading to the success of sustainability (WTTC, 1996).

2.2 Stakeholders of sustainable tourism

Stakeholders in the sustainable tourism are all the individuals involved and got impact or affected by the tourism sustainability development. In order to have a smoothly decision in tourism development, an agreement among the stakeholders need taking into consideration.

There are many kinds of stakeholders involving in sustainable tourism and tourism development. Each destination has their own stakeholders and theirs roles. In this sub-chapter, the author only presented the general stakeholders of sustainable tourism based on the journal of Ecological Tourism in Europe in study of Sustainable Tourism Development in UNESCO:

Local Communities: this is the first basic stakeholders of tourism and all economy. It is emphasized that taking in consideration the willing and opinion of local communities is indispensable for tourism sustainable development since they can be the main factor to all the decision-makings.

Tourism Providers: restaurant workers, hoteliers and tour guides etc. are all in this category. This stakeholders hold a role as leading and guiding tourists and local to maintain the eco-friendly attitudes. Therefore, this type of stakeholders need to be well-trained and educated about sustainable tourism.

Tourism Operators and Agencies: The same as tourism providers group, this stakeholders can help preventing the unsustainable development by planning and managing their tour programmes to fit with the sustainable tourism frameworks.

Local businessmen such as retailers, shop owners are the factors dedicate to the economic development aspect in sustainable tourism.

Local authorities: this is also one of the most important stakeholders in sustainable tourism. With just one tourism policy can be a containment or a motivation for the tourism development.

Educational institutes: This stakeholders helps to advance the skills and knowledge of sustainable tourism development to other stakeholders by providing education programmes, training courses and workshops etc.

Visitors: another main stakeholders in tourism development. In this types of stakeholder, there are some other small factors such as educational backgrounds, living standards and time to travel in a year. For example, a higher educational background visitor can be more willing to stay sustainable more the other one (ETE, 2009).

2.3 Principles of sustainable tourism

According the Global Codes of Ethics for Tourism published by UNWTO, and GSTC Destination Criteria by the Global Sustainable Tourism council, there can 10 main principles of sustainable tourism in brief (UNWTO, 1999); (GSTC, 2013)

Principle 1: The infrastructure of the destination needs to be under constructed in the care of the environment and ecology. Also, the tourism programmes are need designing in the way to protect natural and cultural heritages.

Principle 2: Deduct the overuse of all resources and also care for the decrease of waste to environment in order to reduce the recovery cost of resources and treatment for environmental pollution in the future. This action also helps to save resources to enhance the services quality.

Principle 3: Discover and use the resources, both natural and humanity, sustainably. This is the basic step for a sustainable tourism.

Principle 4: Maintain the diversity of nature, society and culture to make the best of tourism development.

Principle 5: Tourism development needs to support the locals' economy development.

Principle 6: Engaging the local to participate in the sustainability of tourism development. This also helps to raise the local's community, benefits and responsibility.

Principle 7: Take all the tourism stakeholders' opinions into account to have consistency idea about tourism development and prevent the conflicts among stakeholders.

Principle 8: Pay attention to education and training quality of human resources. A legit human resources can help to bring out the best of sustainable tourism.

Principle 9: Tourism marketing in a responsible ways. Give out the thorough information to customers and promote tourism responsibly so that tourists are able to fulfil their requirements.

Principle 10: Consider the researches and studies in any fields of tourism development seriously to bring the benefits to tourists and business.

2.4 Sustainable Tourism Level in Vietnam

In the official document number 36/CT distributed by Political Bureau, Central Executive Committee of Vietnam in 1998 on the enhancement of environment conservation activities, there was mentioned that the aim and basic opinion on sustainable development mainly depending on the activities of conserving the environment, ecology and using the natural resources reasonably (The Laws Library, 1998). Also, it is stated in the Vietnamese Laws on Tourism that sustainable tourism in Vietnam is developed by schemes and plans in that the harmony of economic – society – environment is guaranteed. The development focuses on cultural and historical tourism, ecological tours in order to promote Vietnamese cultures' values. In the development process, the countries benefits, society benefits, tourists' safety, tourism businesses' rights are protected. Also, it is vital to guarantee the contribution of all social and economic backgrounds in the sustainable tourism development. Furthermore, equally development in both domestic and international tourism markets so as to develop the diplomacy and international relationship of Vietnam and other nations (The Laws Library, 2017). From those regulations and laws, it is seemed that Vietnam government put sustainable tourism as an important key to tourism development. However, the sustainable tourism level in Vietnam is still not on the bright side because of littering, wastes disposing, local low awareness etc.

In 2016, a “massive fish kill” in Ha Tinh province shook the whole country. The reason for this tragedy was blamed on Formosa – a Taiwanese based company – discharging toxic water into the rivers. Over 70 tons of fish were death and this affected the tourism and local economy, especially fishermen in 4 provinces: Ha Tinh, Quang Binh, Quang Tri and Thua Thien Hue. Also, it is reported that the issue influenced the rapid growth of foreign investment of Vietnam. To compensate for the loss, Vietnamese government made Formosa into account. The company has spent up to 500 million dollars to help clean up the environment, helping fisherman and compensate to the locals. Although this issues caused many controversies and protests among locals and society, it was wrapped up and raise the concerns about environment to both society and government (The Guardian, 2016). In the same year, there was also a rescue to one of the most famous destination in Vietnam – Ha Long Bay.



Image 1: Massive fish killed in Ha Tinh by toxic liquid (The Guardian, 2016)

Ha Long bay is a UNESCO World Heritage Site and one of the most famous destination in Vietnam, but it has been in danger for years. The danger came from coal mining, destructive fisheries, port development, toxic liquid leaking from tourist boats and uncontrollable growth of mass tourism, which made Ha Long bay water contaminated and damaged its ecosystems. In 2014, seeing Ha Long bay turned gradually into an ecological disaster, there was a Ha Long – Cat Ba Alliance established in order to preserve the beauty of Ha Long Bay, the International Union for Conservation of Nature (IUCN) has establish a three-year funded aiming to set up partnership between Vietnamese government, business and society, to take action on improving the environmental management (IUCN, 2014). Then, in 2016, there was the biggest beach clean-up ever in Ha Long and central coastal of Vietnam. This campaign attracted estimated 28000 volunteers including youth and soldiers to picking up litter in the central coastal provinces. This campaigns was a part of a three-year project established by Ho Chi Minh Communist Youth Union (HCMCYU) and Vietnam Television (VTV). The aim of this project is to raise awareness of climate change adaption and environmental conservation in coastal provinces of Vietnam. The first clean-up took place in May, 2016 was reported with good results (Vietnam News, 2016). However, according to Alistair Denness - a Hanoi-based humanitarian worker - in his published articles on Asian Correspondent: “it’s clear these actions merely treat the symptoms, not the causes”. Then, on the bright side, he also witnessed that more and more tourist agencies in Vietnam have encouraged their tourists taking part in the environmental conservation activities (Denness, 2017).

In conclusion for this chapter, although Vietnam government and society are aware of sustainable tourism, there is still slow in actions and practices. And the main problem for sustainable tourism development in Vietnam now is the conservation of environment and eco-systems. There have been schemes, plans and projects to recover the damaged destination and maintain the beauty of the one which is on the edge of ecological disasters, but throughout all the researches and information, the author did not get any details on the balancing the economic and society factors in sustainable tourism in Vietnam. It is seemed that the environmental factor is the main focus for sustainable tourism development in Vietnam nowadays.

2.5 Tourism in Nha Trang

This chapter is about introduction of Nha Trang tourism backgrounds, its attractions and specialties. Also the tourism development and sustainable tourism level of Nha Trang are mentioned in this chapter.



Image 2: Nha Trang on map of Vietnam (VictoriaTour, 2016)

This chapter gives the general information about tourism in Nha Trang with the introduction about the destination and its attractions. After that, the researcher discuss about the bad influences on Nha Trang tourism in general in order to see a thorough picture of tourism industry there nowadays. The last sub-chapter is about Nha Trang tourism sustainable issues.

2.5.1 Overview and history

Nha Trang is one of the most well-known coastal destination in Vietnam. It is located in the centre of Khanh Hoa province, Nha Trang city is 251 km² with 19 islands. It became the provincial city in 2009, which has helped to attract many domestic and international tourism development projects there. From Ho Chi Minh City, there are two common ways to go to Nha Trang: by bus (around 8 – 10 hours) and by flights (1 hour). There are also

the international cruise going to Nha Trang from all over the world (Minister of Cultures, Sports and Tourism, 2015a)



Image 3: Nha Trang Bay (VnTrip, 2017)

Nha Trang is known as the Oriental Pearl among Vietnamese people (VnExpress, 2012) and was officially rated and listed among 29 others bays by the Club of Most beautiful bay in the world in July 2003 (Minister of Cultures, Sports and Tourism, 2015a) because of its following outstanding:

Comfortable climate: Nha Trang has a tropical savanna climate affected by oceanic climate, which produce a pretty mild weather entire the year. The average temperature in Nha Trang is about 26 degree Celsius. One more advantage of Nha Trang is that: according to the Khanh Hoa Union of Science and Technology Associations, it is a city affected by storms the least among the central south coastal cities (Minister of Cultures, Sports and Tourism, 2015b)

Beautiful coastal: The Nha Trang bay is approximately 500 m² and does not have strong, beach waves, which is very suitable for sea activities such as: water motorcycling, parasailing, many kinds of surfing etc. In fact, Nha Trang is the first place having plenty of sea sports attractions in Vietnam like kayaking, scuba diving and recently, the exciting 'Iron Man' fly-boarding on the ocean (Le, 2016)

The Potential islands: Further from the coast of Nha trang is the group of amazing islands having rich potential tourism development. From the Tri Nguyen Aquarium on Hon Mun to

Hon Tam 5-star resort on Hon Tam, people are doing their best to exploit the advantages of those islands to tourism. Furthermore, when mention about Nha Trang tourism, people cannot forget about Vinpearl Land – the complex of entertainments, Water Park, shopping and restaurants on Hon Tre – has been one of the top attractions at Nha Trang since 2006. It can be reached by slings, ferry or express boat (Minister of Cultures, Sports and Tourism, 2015a)

The mixture of cultures: Hundreds of years ago, Nha Trang belonged to Champa Imperial, which is Cambodia in the modern. After Vietnamese took over that area, the Champa remains in Nha Trang – Po Nagar Temple - has still shinning until now and become a must to visit when travelling to Nha Trang. Unline others Champa remains scattering throughout the South of Vietnam, Po Nagar Temple located in the heart of Nha Trang and offers tourists a glimpse to the ancient Champa cultures with variety of sculptures, carved stones and goddess statues. Thus, when Vietnam was invaded by the French, a stone church was built and still shines bright now as a gem for tourists seeking for religious tours (Minister of Cultures, Sports and Tourism, 2015b).



Image 4: The Ponagar Complex (Vethamquan.vn, 2017)

The land of beauty pageants: beauty attracts beauty, Nha Trang has been chosen to be the place to hold many national and international beauty pageants for 12 years such as: Miss Vietnam 2006 and 2008, Miss Universe 2008, Miss Earth 2010 and the most recent

Miss Universe Vietnam 2017. Mostly, those pageants were happened at Diamond Bay, the most amazing and expensive resort in Nha Trang. According to Mrs. Paula Shugart – the chairman of Miss Universe 2008 – Nha Trang was qualified to be the place to hold an international pageant with such a lovely hospitality from locals and government. Also, Nha Trang is a beautiful beach city with good facilities. She also thought about bring back Miss Universe to Nha Trang in the future (Khanh Hoa News, 2018)

A hub for foreigners: Unlike Pham Ngu Lao Street in Ho Chi Minh City, which is very well-known as the area for foreigners with full of hotels, bars, pubs and other entertainments, the “Foreigner Town” in Nha Trang is a group of center streets located near the beach. Because of the cooperation of Vietnam and Russia in the petrol industry, many Russian engineers have brought their families to Nha Trang and settle down there. This makes the “Foreigner Town” is more reachable to other international tourists since the local are already familiar with foreigners and tourism business can get more blossomed (Tran, 2017)

2.5.2 Tourism Development in Nha Trang

As the author mentioned above, Nha Trang has been one of the famous destinations to both international and domestic tourists since the late of the 90s.

Every year, Nha Trang tourism had a rather stable growth. In 2016, it was recorded that the tourist arrival raised up to 11,7% in general compared with 2015 and brought approximately 8,300 billion VND back to Nha Trang city. The international tourist segment was also 18% higher in number compared with previous year. Besides, there was not only an increase in tourist arrival but also in the facilities and services offered to tourist. 31% was the rising number for international cruise ship coming to Nha Trang ashore compared with 2015 (Colm, 2017). Moving forwards to 2017, with the boom of Chinese tourists, Nha Trang welcomed 2,6 million tourists only in the first half of 2017 bringing 7,6 trillion VND in revenue and 22% increase in growth compared with same period in 2016 (Vietnam Tourism Minister, 2017). Furthermore, in 2018, there was already a good sign within one day 20th of February, Nha Trang welcomed two international cruise ships coming from Italy and the Bahamas with 3,000 tourists (Nha Trang Travel, 2018).

However, with the aim to attract more tourists and investments to Nha Trang, the government has been planning plenty of development projects to Nha Trang.

The most well-known project nowadays getting a lot of investments was Vinpearl Discovery Nha Trang Empire Condotel in the Nha Trang city. Located in the busiest avenue of Nha Trang and next by fascinating beaches, this five-star hotel is a luxurious apartment

type hotel providing the comfort at home to customers. Moreover, the first Vincom shopping mall in Nha Trang was established at the first floor at this building. It is believed that with the high class services, this complex would be a must place to stay, to relax and to shop for tourists in Nha Trang. Besides, in 2018, Vingroup – the business group behind this project and Vinpearl Land – has planned to invest more into Vinpearl Land up to five-star qualities and make it become a must when visiting Vietnam in the near future (Vietnam Tourism Minister, 2018).

Besides those huge investment projects, People's Committee of Nha Trang also cooperate with other tourism agencies to have some small testing projects in order to offer more attractions and experiences to tourists. For example, from February 2018, alongside the famous Tran Phu beach in Nha Trang appeared a little mini scene called Happy Beach for tourists taking photos. Besides, the investors also arranged several of street arts to be performed in this area with a belief to give more choices to Nha Trang night life (Thanh, 2018).

Not only focusing on facility investment, from 2018, Nha Trang would concentrate on spiritual and eco-tourism also with the discovery of Co Tien Mountain. This mountain is located ten kilometres in the north of Nha Trang city. This area has rare popularity and some small tourism projects which have been processed for years. The mountain was zoned into 8 zones with tourism complex including restaurants, hotels, apartments etc. All facilities would be developed with spiritual tourism styles. With this, Nha Trang is expected to offer more tourism types for visitors (Ky, 2018).

With the decision of choosing Nha Trang as the place to held National Tourism Year 2019 (Vietnam Tourism, 2018), there were new transportation development in Nha Trang as well to prepare for this enormous event. The most highlights of this was the direct flight Nha Trang – Seoul, Korea. From 25th of March, 2018, Vietnam Airlines official run the new route Nha Trang - Seoul with 4 flights per week with Airbus 321. It is an important step not only in the tourism development in the Korean tourist market but also in the agreement in trade, tourism and aviation promotion signed with Vietnam Airlines in 2017 (Lan, 2018).

Those developments and investments above were only the outstanding ones selected by the author to give readers a basic idea of how Nha Trang would become in near future. It is hoped that with those developments, Nha Trang would have a significant increase in tourism statistics report at the end of 2018 and 2019.

2.5.3 Sustainable Tourism Situation in Nha Trang

In the same purpose of the sub-chapter "Sustainable Tourism Level in Vietnam", this sub-chapter gives readers a throughout picture of sustainable tourism situation in Nha Trang based on the recent study from other researchers and reports, journals and articles published by Minister of Cultural, Sports of Tourism of Vietnam and official pages of Khanh Hoa province.

In fact, though Nha Trang People's Committee has only eyed on sustainable tourism since 2006, quite later than other destination in Vietnam, sustainable tourism there has bloomed and been the first concern for tourism development checklist according the study of Ms. Dao Thi Bich Nguyet – MA of Geography at University of Pedagogy Ho Chi Minh City. The study of Ms. Dao focusing on sustainable tourism in Nha Trang from 2007 – 2012. In this study, it had been stated that every day, there had been 10 tons of tourism waste combined with 6 tons of society waste poured down the ocean. Furthermore, in 2012, there had been about 9.000 fishing raft produce an enormous waste in the surface of the water due to the neglect of local fisherman. Also, the marine sediment of Nha Trang bay had been a big concern as well since one of attractive activities for tourists in Nha Trang was types of diving. According to Institute of Oceanographic of Nha Trang and Vietnam Health Environmental Management Agency, many marine conservation projects had worked with the recovery of the coral reefs leading to the improvement of variety of sea life in the area. Since 2007, the People's Committee of Nha Trang had cooperated with the Environmental management agency to kick off a new plan to clean up the Nha Trang Bay. The government there had stayed focus on the propaganda to locals how importance a clean ocean to the city economics; then, in those occasional days such as Diving Day, Earth Day etc., the locals had been encouraged to be more involved in the environmental activities. After five years, Ms. Dao researched that every day, there had been about 4 – 5 tons of waste being collected, some peak time, and the number could rise up to 7 tons. Besides the dealing with waste to ocean, Nha Trang People's Committee also had built up other projects to enhance marine life such as release the tortoise back to the nature, grow the coral reefs etc. However, the content of hydrocarbon and coliform had still been a problem as high percentage at 2012 (Nguyet, 2012). From 2012 to 2017, the environmental level as sustainable tourism in Nha Trang has been increasing and more and more at its best. There was only one thing as the author noticed that every year, when Vietnam is into the storming season, there are tons of trash and waste from the upstream of Cai River flowing to the sea in Nha Trang bay. In 27th of December 2017, both locals and tourists were

astonished with the extremely horrible view of the beautiful Nha Trang beach. It was covered with tree branches, trashes and even household furniture. It should be the time for the government to think about a prevention for this nature problem.



Image 5: Sudden waste appeared in Nha Trang 12/2017 (Hiep, 2017)

Another problem has been rising for so many years, from 2007 when it was only a beginning for sustainable act in Nha Trang to the time the author write this thesis 2018, was the lack of awareness of the locals. As mentioned above, there was about 9.000 fisherman rafts pouring everyday waste into the ocean, until 2018, it was estimated over 10.000 rafts, but now, they were not the only reason for the terrible view in Nha Trang Bay anymore. It were the locals living and doing business on the islands offshore Nha Trang and the tourists to keep the number of 10 tons wastes poured into the ocean everyday as before. A good sign was that Nha Trang People's Committee had two waste collecting boats going every day and night and the results was that they could save the ocean from 6 or 7 tons wastes. So, where the leftovers of 3 or 4 tons of waste were? They were still left in the ocean and for this, the neglect of locals took the blame. It was stated that in a documentary video from Vietnam Television that many locals still had low awareness of littering into the ocean even though there has been many campaign to raise the knowledge about how importance a clean ocean is for Nha Trang. On the other hand, many locals were not willing to pay the fee for collecting wastes which prevented the duty of the government to sustain the best of Nha Trang Bay (Tan Quynh, 2017). Also, Vietnam is one of the countries having the most vibrant coral reefs. However, over 75% of species of coral

in Vietnam are on the verge of extinction. In Nha Trang Bay and the entire Khanh Hoa province, the exploitation activities of fishermen have damaged the rare ecosystems since they use heavy equipment. There were 800 types of coral on over the world, 340 of those are appeared in Vietnam and most of them are in Nha Trang's sea. However, it is afraid that in the next 20 years, Vietnam will not have any coral left if this destruction still happens (Dan Tri News, 2014)

As the key industry of Nha Trang and the whole Khanh Hoa Province, tourism has brought 13.000 billion Vietnam Dong and offered occupations for about 27.800 people. Only in 8 months of the beginning of 2017, it was 11.526 billion VND in the revenue for tourism industry in Nha Trang (Khanh Hoa News, 2017). It was easily seen that tourism playing a truly important role in the economic development in Nha Trang. Then again, it was not that a piece of cake when it comes to maintain a good economic factors status in sustainable aspect in tourism. The author witnessed herself that in 2013, there had been a diversity of international citizenships in Nha Trang, all the services there using and offering English as the second language to serve customers. Then, in January to 2018, the author was completely in shock with the shift of English to Russian and Chinese in communication and display billboard in tourist area since now there seemed like only two focused tourist markets in Nha Trang, which is a real problem in sustainable tourism. Hence, it has been causing an economic issue for Nha Trang as from 2016 to 2017, the Chinese tourists were up to 465% and Russian tourist were 13% in increasing meanwhile the drop of other international tourists was significant, and even domestic tourists were seemed to ignore Nha Trang as their vacation destination also (Colm, 2017). In the latest public statistical index providing by Nha Trang government, in the entire 2017, there was over 4 million of Chinese tourists visiting Nha Trang, accounting for half of whole Asian visitors and it was 4 times the sum of entire European tourists. However, in that sum of European tourist, the Russian tourist already took over half of the number (Nha Trang Travel, 2017). The reason of this change was due to the direct flights of Nha Trang – Hongkong starting from 2016, the superior economic offering and opening for Chinese from the government and last but not least, the long-term relationship in petrol industry with Russia. Some tourist bloggers stated uncomfortable on their blogs about being in Nha Trang without understanding any signs or services because they were all written by either Vietnamese – Russian or Vietnamese – Chinese, some were almost obligate Vietnamese as well if they were Russian or Chinese based agencies, companies there. This made the bad influences in the diversity of tourists in Nha Trang (Turtle, 2016).



Image 6: A completely Russian written ad about traditional water puppet show in Nha Trang (Turtle, 2016)

Besides the decreases in international markets, Nha Trang has been facing the problem with domestic tourism as well since many agencies claimed that there was difficult to find accommodations meeting the requirements of Vietnamese tourists due to they were all fully booked by the Chinese and Russian agencies, especially in the peak season. Therefore, there was also a challenge for Vietnamese tourism business since now they need to train their staffs to have knowledge of Russian and Chinese to attract more customers using their tourist in the same time to compete with other Russian and Chinese based tourism services in Nha Trang as well. It led to more of investment and changing in the company systems. If Nha Trang still keeps engaging with only two tourist markets and does not have any solution to sustain the business for local economic, as a results, it will lose the advantages to others destination who offering cheaper and more comfortable services (Ngoc, 2017).



Image 7: Russian and Chinese written panels in Nha Trang nowadays (Turtle, 2016)

Other problems the foreigners brought to Nha Trang society is that many of them are living and working against the laws mainly Russian and Chinese. Many foreigners working in Vietnam without permissions or a fake one. In 2016, there was a thorough check with many companies and tour agencies. The results was that there were 64 foreigners (most of them are Russian coming to Vietnam to cooperate with other Vietnamese companies) working without permissions and 14 tourism companies providing services mostly for Chinese were offense the Vietnam Labour Regulations (Khanh Hoa News, 2016). Besides, there a problems rising since the beginning of 2018, the Chinese have been stayed illegally in Nha Trang. According to Vietnamese laws, foreigners cannot buy real-estate in Vietnam. However, with some tricks and help from Vietnamese business, the Chinese have been buying houses and staying more and more in Nha Trang. Besides, with this thorough check in March, 2018, Nha Trang government found out that there were many tourism business only opening for Chinese and closing for other tourists (Anh, 2018).

3 Methodology

The main aim of this method is figure out the situation sustainable tourism in Nha Trang, Vietnam and its effects on Nha Trang tourism development. As it was mentioned above, sustainability is now one of the most key factors to develop and enhance tourism, so that find out those effects will help to improve Nha Trang tourism in the near future. For doing it effectively, the author would like to design interviews in the most suitable and logical way. Besides, the author also used analyzed methods to have most appropriate results. For all those standards on designing an interview, the author choose qualitative research study.

Qualitative method is aim to study in depth about people behaviours and the reasons behind them. Qualitative method is used widely not only in the traditional academic research but also in economic research. This method usually studies with the question why and how in the decision maker to get into deeper the behaviours of the participants, not only the profound with questions such as what, when and where. Hence, this method is more applied for small and individual samples than a big group one (Denzin, 2011). In this method, an interview was applied for qualitative method.

In the qualitative research, an interview is the same as a personal form acting as the tools to get the samples for the research. Because of this characteristic, the interviewers need to act as a human tool who can observe and measure the results of the participants. The questions of the interview also need to avoid the leading type of questions in order to reduce to biased samples. Also, the authors need to be objective so as to not leading the interviewees to other results (Corbin J, 2008). Another characteristic of the research interview is that it can broaden the information the interviewers can get since they can ask and develop more questions when being in the interview with the participants, not only limited questions in surveys method. After this, the analysis of the interview requires the level of trustworthiness to produce the high quality results. In this segments, the interviewers act as a measurement tools to analyse the samples collected from the participants. So, the interviewers are required to be well-trained to accomplish this task. Moreover, with this characteristic, the interview method seems to be more time-consuming in comparison with others research methods (JW, 2008)

The participants are the people working in tourism industries: these people will be invited to join in the interviews via Skype or emails to give more specific professional thoughts

about Nha Trang tourism and its sustainability. Moreover, the author also selects some locals to join the interview to get more information about the sustainable society problems in Nha Trang. The criteria to select the interviewees is that they need to work in tourism industries for at least 3 years or living in Nha Trang for at least 10 years. They need to have good educational backgrounds that meet the requirement of knowledge to answer the questions in the interviews. Also, the interviewees need to have an objective mind to make the results more valuable.

A guideline interview form with general questions (see Appendix 2: Interview form) focusing on three topics in sustainable tourism in Nha Trang: society, environment and economic were delivered to the tourism experts and selected locals in Nha Trang via emails or an online interview via Skype. No consent form was used, but each participant was shortly debriefed about the main idea of the research, and their personal information was confidential in this thesis (see Appendix 1: Instructions to the participant). The interviewees can also decline to answer the questions which they think as sensitive or inappropriate topic.

For the procedure of collecting data, the author contacted specific selected experts working in tourism industry and locals in Nha Trang and gave out the interview form to them. They came up with the methods to answer they would like to do: via email or direct Skype calls. After the interviews, the author gathered all the information and ideas for analyzing in the Sustainable Tourism in Nha Trang chapter and Conclusion and Recommendation chapter.

4 Interview Results and Analysis

This chapter gives the readers the results of the interviews and the analysis of the participants' answers based on sustainable tourism's 3 main factors.

4.1 Information of the participants

Interview 1: Mr. H – a salesperson of a tour agency based in Nha Trang Interview via Skype in week 17. He is an acquaintances of the authors having 10 years of working in tourism industry in Nha Trang.

Interview 2: Mrs. K – a worker in F&B department in a 4 stars hotel chains located in Nha Trang. Interview via Skype in week 17. She is selected because of her professionalism and various experiences of working in 4 and 5 stars F&B departments of hotel chains throughout Vietnam.

Interview 3: Mr. T – a freelance tour guide in Nha Trang. Interview directly face to face week 18. He is a friend of the author and has 4 years experiences as freelance tour guide in Nha Trang.

Interview 4: Ms. H – an event coordinator of a resort in Nha Trang. Interview via Skype in week 17. Only in her 20s, she has already 5 years of working in luxurious resorts abroad and Nha Trang.

Interview 5: Mr. X – a taxi driver in Nha Trang. Interview directly face to face in week 18. He was selected as a representative of the tourism labour in Nha Trang.

Interview 6: Ms. G – a local living in Nha Trang for 28 years. Interview via Skype in week 17. She is selected for the interview because of her social life experiences. She is an influential writers in Vietnam so her thoughts in the interview are very objective.

Interview 7: Ms. V – a business women having many cooperation development projects with international investment in Nha Trang. Interview via Skype in week 18. The authors knows her by an introduction of a friend and she was selected for the interviews based on her rich knowledge of Nha Trang economy and tourism.

Interview 8: Ms. N – a local shop retailers in Nha Trang most tourist area. Interview directly face to face in week 18. She was selected to be as a representative for the small tourism services in Nha Trang

Interview 9: Mr. N – a pilot of Vietjet Air, he was trained in Nha Trang for 3 months before in pre-pilot programmes. Interview via Skype in week 17. He is a friend of the author. He was selected to get more information on how Nha Trang has been changed in the last 5 years in the perspective of other Vietnamese.

4.2 Answers on general information about sustainable tourism

The author began the interviews with all of the participants by asking if they have any idea about sustainable tourism and only Mr. H and Ms. V know about the general concept of the topic, Mrs. K and Ms. H have heard about it and the rest know nothing about sustainable tourism. Talking deeper to them, Mr. H and Ms. V knowledge about sustainable tourism development were also very limited, mostly they thought of this topic as only the environmental preservation. The others did not understand sustainable tourism topic at all. However, after a brief explanation, the author coped with giving the idea of sustainable tourism to the interviewees and as they were aware of the meaning of sustainable tourism now, they could answer further questions.

The lack of knowledge of sustainable tourism most happened with people not working in the tourism business. The interviewees who understand the topic were the people studying abroad and coming back to Nha Trang to work and the others who have heard about it were under the instruction of foreigner managements. This maybe a consequence of the neglect in education system in Vietnam and the information spread of media and workplace.

Move to other next questions in the general information with the interviewees, the authors acknowledged that all the interviewees' answers environmental problems are now the most concerned factors in Nha Trang since there are misbehaviour harming the environment and ecosystem caused by both locals and tourists. And for those participants who understand or hear about sustainable tourism, they all rated sustainable tourism level in Nha Trang as 2 stars over 5 or they even saidt: "The sustainable tourism in Vietnam in general and in Nha Trang for specific is not well done, only about 40% of the projects and plans actually worked"

4.3 Environmental factors answers and analysis

This sub chapter is about how interviewees think about environmental conservation activities and what the impact of tourism in environment in Nha Trang, how they contribute to help the environment and eco system in Nha Trang, also what their opinions on the plans and schemes to conserve environment so far.

First question is about how the interviewees thinking about environmental conservation in Nha Trang in general. Most people thought that it was either bad or good because in 4 or 5 years lately, the government has been pushed up many plans and schemes to clean up

the beaches and the oceans to make Nha Trang look better in the tourists and locals' point of views. The person thinking the conservation is bad was the local shop retailer because in her opinion, even though they try to make tourists' areas look clean, the other areas have not had any big changes, especially with the littering issues every day on the streets. Furthermore, the opinion about Nha Trang's environmental conservation being super bad was from the pilot. From his point of view, Nha Trang ecosystem had been very beautiful, but it has changed a lot since the mass tourism entered here, "trashies and wastes from both tourists and locals have been everywhere on the streets and surface of the ocean despite the efforts of government". In comparison with other beach city in Southern Vietnam, Nha Trang is not a clean tourist destination for him.

Then 9 out of 9 interviewees think that littering uncontrollably by both tourists and locals are the biggest problems to the environment in Nha Trang. Nevertheless, participants working in the tourism industry such as freelance tour guide or tour agency salesperson also think that the mass tourism nowadays being one of the severe harm to the environment and ecosystem. Besides, some other thoughts detest about Chinese tourists coming from local shop retailer and people working in catering and F&B services. Mrs. K said in her interview that she was much afraid whenever there is a group of Chinese tourists coming to have a meal in the restaurant since they usually left the place full of trash such as tissues, papers or even spare food.

Then moving to the responsibilities themselves have put on conserve the environment in Nha Trang, the author realized that all of them still use the traditional way to dispose waste. Unlike other countries, they do not categorize the waste and all put into one bag together. In companies or high-end buildings, with a strict regulations, the waste disposal are done by trash collecting company, which is usually very neat and clean. However, with local or small business, they dispose waste really simple and reckless. Some of the interviewees even do not have the habit of putting their trash bag into the collecting trash bins but laying besides them instead since they are afraid to get their hands dirty. Furthermore, though recycling is also a familiar term with Vietnamese, the real action is not. As Ms. G said "it is not because we do not want to categorize or recycle wastes and junks, but we are not used to do it and nobody forces us to do, so we only do the same as before". Also, Ms. H – an event coordinator - blamed the lack of awareness of Nha Trang locals for the littering issues in Nha Trang. After any event she has been planning or attending, the trashies were all over the place and it took a lot of time and effort to clean them up. However, 6 out of 9 of the interviewees participated in some campaigns to conserve the environment such as cleaning up the beach, planting more green to the city or contribute financial into environmental conservation funds.

Next, when mentioned about how they think about governments schemes and plans to conserve the environment in Nha Trang, especially in tourism sector, the participants seems not willing to answers since talking about government and politics is a sensitive topic in Vietnam. However, they expressed their disappointment in how the government doing to improve the environment. As far as they know, the most effective project to clean up the ocean is the 2 big vessels collecting tourists and locals trashes coming 2 times every day. In their opinions, the government and other organization have only been solving the surface of the problems, not the profound to be at the sustainable level. Therefore, it became the untrustworthy actions whenever government would like to come up with new campaign. Up to 95% of participants said that they do not trust government plans. This opinion is not only from them, but also from their families and friends also. For example, they do not want to contribute financial to the two big ocean clean-up vessels because they are afraid that the money they contribute will be corrupted.

4.4 Society factors answers and analysis

In this chapter, there are the opinions on the society development in Nha Trang and how tourism helps to develop Nha Trang society so far.

First of all, when mention about society factors in sustainable tourism development, there is culture and heritage which should be maintained for next generation. In Nha Trang, there are some specialty mentioned by the interviewees which should be preserved.

Nha Trang bay and beach was 100% agreed as the best heritage the interviewees want to preserve for the next generation. The reason was that for years, Nha Trang has been famous for the white sand beach and clear ocean, which is a trademark when a Vietnamese mention about Nha Trang. Mr. N – a pilot shared that even though the environment now maybe harmed, the beauty of Nha Trang beach cannot be denied. Among those beach city in the Southern Vietnam, Nha Trang bay and beach stands the best. Not only its beauty attracting tourist makes it special, but also the possibilities of providing sources of foods and jobs for locals is the characteristic that people in Nha Trang cherish the most. 6 participants would like to preserve the Ponagar complex since it not only has the historical meaning but also is a symbol of Nha Trang tourism. Although the canary island is now damaged due to uncontrollable exploitation, it is still one of the heritages in Nha Trang providing the famous specialties, job opportunities and tourism services.

Then, moving to the impact of tourism on society in Nha Trang, 100% participants agreed that Nha Trang society were the most developed city in Khanh Hoa Province thanks to

tourism industry. The first undeniable positive impact of tourism on the society sustainable development was that it has raised the educational level of this city. The educational system here has been more focused, especially in foreign languages study to match with the requirement for tourism industry. “Even an old lady in the flea market in Nha Trang can understand basic English, not so fluent but still can bargain with tourists” – Mr. H, a sales person in a tour agency in Nha Trang revealed. Another positive feedback from all the interviewees was the amount of tourism investments to the facilities in Nha Trang, which made Nha Trang appearance looking good especially in tourist areas and nearby. On the contrary, the poverty still exist in Nha Trang. Ms. G – a local living in Nha Trang – said that the poor was mostly the fishermen, they all lived in small and dirty houses not far away from those stunning building for tourists.

Although tourism has brought the wealth to Nha Trang, it cause a big issue to Nha Trang society: the lack of land. Ms. V – a business women in Nha Trang said that as many projects and investment coming to Nha Trang, they need more real estate to set up new hotels, restaurant, resorts or entertainment complex. It required to buy the real estate from the locals. However, with the mushroom blooming of tourism facilities nowadays, there was a real challenge to find a good place to establish, not even mentioned a potential land to shift the locals to. Take Nhat Tri river islet citizen in Nha Trang for example, they are all fishermen and facing with poverty day by day. After a tragic fire that burned their houses in 2017, there was a problem rising in the relocation the citizens there. Because of many real estate and land located beside or near the beach have been in the tourism projects and developments, those fishermen needed shifting to the mountain, where they cannot continue to go fishing. With this relocation, it caused a conflict of locals and government of Nha Trang. Moreover, with the sudden increase of Chinese tourists trying to stay illegal in Nha Trang, the lack of real estate has been put at risk. Despite of the government efforts to prevent this issue, there have been still many locals buying houses or making fake housing documents for Chinese tourists.

Then, the social violence was also mentioned in the interviews. All the interviewees had the same thoughts that Nha Trang citizen was friendly and hospitality, the social violence state was not as high as other big cities such as Ho Chi Minh City, Ha Noi or Da Nang. However, Mr. T – a freelance tour guide in Nha Trang revealed that some tourists were really interested in Vietnamese prostitute or drug violence. Although he warned tourists that it was illegal in Vietnam, some tourists still found the way to get what they wanted. It was said that many drug dealers in Nha Trang do the business through the tourism services. Mr. T also mentioned that some tourists brought drug into Nha Trang, which caused many troubles for the authority in order to control. Moreover, in recent years, there were

some new night clubs and pub along the beach of Nha Trang. There were one for Vietnamese and one for tourist and Russian in Nha Trang. “Those two night clubs seem to contain quite a lot of social violence. In the night club for local, mostly the youth goes there. There is no age limit or identification card check-up.” – Ms. G, a Nha Trang local said. She continued with bad impression with Russian and international tourists since many times there were big fights among them after being intoxicated causing disturbance to other tourists and locals. 9 of 9 interviewees agreed that Russian in Nha Trang has placed the bad image of Nha Trang to international tourists.

4.5 Economic factor answer and analysis

Last but not least, the economic factor in sustainable tourism in Nha Trang answers are presented in this sub chapter with both positive and negative impacts.

All 9 interviews could not agree more with the fact that tourism contributed a huge part in economic development in Nha Trang. The term “key factor” was repeated many time by interviewees when mentioned about tourism industry role in Nha Trang economy. It has been created tons of job opportunities for the locals. Not only people working individually in tourism industry such as tour guide, tour sales person etc., the most appreciation Nha Trang locals gave to tourism industry was that from it, there were many local business community created such as spa and massage shop for tourists, seafood streets, specialties shops and many other tourism services. Tourism industry has helped more and more financial state of families in Nha Trang. However, to make economy in Nha Trang develop in sustainable way, tourism industry in Nha Trang need to be fixed in many problems.

From Ms. N, a shop retailer owner in Nha Trang, the hardest problem to solve was the unhealthy competition of business owners in Nha Trang. For example, there were many seafood streets in Nha Trang offering diversity choices of local specialties for tourists. However, the way those restaurants tried to compete with each other in order to attract more customers was not a nice method with pulling and forcing the tourists to their restaurants. Some tourists have said that they felt really disturbed. Moreover, this issues happened mostly in all tourism destination in Vietnam, not only Nha Trang, but this was the one that international tourists hated the most in Vietnam: the higher price only for foreigner tourists. Ms. N revealed “for Vietnamese people, they think that “white people” are very rich, then if those naïve tourists do not know how to bargain or come to some services and restaurants without asking the price first or the price list, they may get charged double”. She has also seen many hot-tempered tourism services owner got bad attitudes towards foreigner

tourists when they wanted to get the cheaper prices. “That is not acceptable!” – she added.

Then, we have another big problem for economy in Nha Trang with the increasing rapidly of Russian and Chinese tourists. Many years from now, Russian tourists have come to Nha Trang with such a huge amount of number. From the chapter Sustainable tourism level in Nha Trang, the reader can imagine how Nha Trang has turned into the Russian town in recent years. However, it was not a great idea when all the front of house services people greet and ask tourists in Russian at first. 5 over 9 interviewees experienced the unpleasant faces of other nationality tourists when they were greeted or offered services in Russian. Besides Russian, Chinese was also the language used a lot nowadays by tourism services people in Nha Trang. If Russian made Nha Trang lose other tourist markets, Chinese made it lose domestic tourists since Vietnamese has had conflict with Chinese so many years. The Vietnamese people in recent years do not want to travel to destination with full of Chinese or Russian tourists such as Nha Trang, Vung Tau, Phan Thiet etc. Moreover, from Mr. X – a taxi driver in Nha Trang, many Chinese tourists came to Nha Trang with Chinese tour agency or tour services, which mean although it seemed like Nha Trang would get a lot of profit from Chinese tourists, in fact the benefits were not as much as estimated.

5 Conclusion and Recommendation

On the scale of 10, the sustainable tourism in Nha Trang can be rated under average at the time this thesis was written. Tourism development in Nha Trang did brought many positive impact to the society and economy, but not the environment and especially, not in the sustainability development for Nha Trang. The same with other tourist destination in Vietnam, the main stakeholders for sustainable tourism in Nha Trang are the government and the locals. Generally speaking, Vietnamese's knowledge about sustainable tourism development are very low and weak. The government should enhance the educational system and put sustainable development into awareness raising for the people to understand for about their country or their cities problems. Furthermore, the conflicts between these two stakeholders are quite big. It may seem to be the political issues in Vietnam and sensitive to talk about the reasons, but improve the relationship between the people and the country leaders can help to develop Nha Trang sustainable tourism level. To be more precise, we can have conclusion and recommendation on each factor of sustainable tourism in Nha Trang as below:

5.1 For environmental issues

Although environmental factor in Nha Trang has been taken care of and focused on, it is not on the right track. The solution the government or other private organizations provided was only cured the surface. And the biggest problem is the unaware of protecting the environment of the local and the conflict between government and local as mentioned above. It is not only the government and activists to take care of the environment and ecosystem in Nha Trang but the locals have to join in to help protecting their Nha Trang bay and sea. It is not just clean up their houses or their areas and not care about the common benefits. The government should have some more strict regulations for both locals and tourist littering issues. Take Singapore for example, the fines for littering is range from 300 to 1000 dollar regardless Singaporean or tourists, which makes Singapore become the cleanest city in South East Asia (Veyra, 2017). Moreover, the government should do some real effective actions on protecting the environment to gain more trust from the local so that they are more willing to participate in environmental conservation plans and schemes. Besides, the results of those actions should be in public officially and accurately. It is certainly easier said than done, and the conflict between the locals and government has been there many years. However, if the government enhance the local awareness of the impact of the environment on their life and how to protect it, and with the help of the locals, the

environment and eco system in Nha Trang can be developed quickly to reach the sustainable level sooner.

5.2 For society issues

The unbalanced of the rich and the poor is a common issue in Vietnam since it is still a developing country. But, in Nha Trang, there is tourism industry to help develop the society, which is a very good factor to improve the sustainable level in Nha Trang. But, there are still many people with bad intention planning to use blooming and unwell controlled tourism services in Nha Trang to make the society go down. Once again, the government role and the awareness of the locals are the key factor to solve the problems. Firstly, for the society violence, the authority should not only focus on the local but also the tourists by randomly check-up for drugs or other violence. There should be also some methods to prevent those tourism services providing society violence to tourists such as prostitute or intoxication items. Moreover, the alcohol law in Nha Trang need to be applied. Then, the government is recommended to control the tourism services especially the one providing services for Russian and Chinese people more strictly. There was a case in Da Nang, another tourist destination in Vietnam, happening in April 2018; a tour guide was fined around 450€ because of neglecting on control Chinese tourists and letting the tourists distorting Vietnam history when having a tour in Da Nang museum (Trung, 2018). This is a good example for Nha Trang authority if they would like to improve the society factor in sustainable tourism.

5.3 For economic issues

To be honest, the economy in Nha Trang has been much improved and gotten many achievements thanks to tourism development. There are only a few issues Nha Trang authority and locals should concentrate to solve more to reach the sustainable level. First of all is the gap of the rich and the poor in Nha Trang. Though the tourism impacts provided many job opportunities to the locals, there is still high poverty rate in Nha Trang, mostly the fisherman and people with low educational backgrounds. This may seems to be the society problems but in fact, as a characteristic of Vietnamese people, they would like to improve their financial first then other aspects of life later. Then, a recommended solution for this can be thinking of some methods to combine the fisherman and tourism together. Making the best and good of both fields to make the life of fisherman more comfortable by providing services for tourists and also from that, the tourism in Nha Trang can be more diverse. This is also a method to improve the economic rate of Nha Trang. Moving to the

bad competition of tourism services and higher costs for tourists issues in Nha Trang, this is quite a hard to solve problem since there has been no control to this area at all. But it is better late than never, Nha Trang authority can introduce plans and organization to help connecting tourism services such as Tourist food street committees with a leader being a local with high reputation and respects in that area. A motto as “it is not a competition but cooperation to help improve Nha Trang tourism services” can be applied. Therefore, with the higher costs for tourist issue, it is recommended that all Nha Trang tourism services, regardless big or small scale should have a clear price list showing to tourists. Also, the authority can establish some check-up team to check on those tourism services which provide higher costs for tourists and to research for tourists’ satisfaction when staying in Nha Trang.

5.4 Summary and own learning

In this chapter, a summary of the sustainable tourism levels and issues in Nha Trang is presented. Moreover, an own learning reflect on this thesis from the author can also be found in this chapter

5.4.1 Summary

This following table is to present the summary of all the sustainable tourism levels and issues of Nha Trang in this thesis.

Factors	Impacts on Nha Trang tourism sustainable development	
Environment	Positive	<ul style="list-style-type: none"> - Government and locals has been taking action to protect the environment and ecosystem more in recent years. - The littering issues causing by tourists getting controlled a little by little. - The marine ecosystem has been taken care of. The coral reefs and marine life in Nha Trang Bay conservation and recovery schemes got optimistic results.
	Negative	<ul style="list-style-type: none"> - The mass tourism makes Nha Trang becoming a trash bag (on the surface of the ocean and on the streets). The control of littering is not so effective. - Chinese tourists’ bad behaviours to environment surroundings also need to be aware.

		<ul style="list-style-type: none"> - The lack of locals' awareness on environmental conservation causing many troubles to government to achieve bigger goals on protecting environment.
Society	Positive	<ul style="list-style-type: none"> - All the investments and projects of tourism coming to Nha Trang made it become the metropolitan city of Khanh Hoa province. - The investments and construction changed the look of Nha Trang into a modern city and raise the living standard of the locals. - The mass tourism coming with requirement of professionals so thanks to it, the educational backgrounds of Nha Trang has been also improved, especially in linguistic aspect.
	Negative	<ul style="list-style-type: none"> - The tourism investments caused the lack of real estate and landings for the locals in case of relocation. - The social violence used the tourism as the shield to get into the locals and take actions. - Russian and Chinese tourists who has been trying to stay illegal in Nha Trang is also an uprising issues for government in Nha Trang.
Economy	Positive	<ul style="list-style-type: none"> - Tourism plays the key industry in economy in Nha Trang. For years, tourism helps to raise the GDP of the locals and revenue of Nha Trang.
	Negative	<ul style="list-style-type: none"> - The unhealthy competitiveness of tourism services in Nha Trang has caused unpleasant and uncomfortable feelings to tourism, which effects to revisiting tourists to Nha Trang. - The unreasonable higher price aiming to the tourists is an aching problem not only for Nha Trang but also the entire tourism in Vietnam.

In conclusion, Vietnam is still a developing country, which means that the aim to reach the sustainable development is not the first priority for the entire country. The schemes and plans now only focus on how to develop a growing economy. Besides, with the society

and environmental problems, it is only the cure for the surface, not prevention in the profound or from beginning. Even though tourism industry is the key industry to make Vietnam develop more in the future, the environment and society factors are not balanced with the fast growing of economic factors. In this thesis, Nha Trang is the chosen destination but from it, the readers can also see the big picture of tourism destination in Vietnam. They do care for the environment and society but it was not enough. The path to reach the sustainable tourism development in Nha Trang or entire Vietnam is still a long way to go.

Then, further studies can also take this research about sustainable in Nha Trang can also take this thesis as a guidelines to the sustainable development in Nha Trang in the period of 2012 – 2018. This thesis research results are based on objective analysis of interview with selected locals and tourism experts in Nha Trang. The subjective answers were eliminated during the interviews and analysis.

5.4.2 Author's own learning

From this thesis, the author get more knowledge about sustainable tourism development. It is such an ideal scheme to develop the balance of society, economy and environmental. However, when studying about Nha Trang, the author realized that it is quite hard to reach the sustainable levels in developing countries. For example, in Finland – a developed country, with a good welfare system, people tend to care more about others aspects of life such as maintaining the living standards, caring for environment or the simplest is categorizing the trash. On the contrary, in the developing countries such as Vietnam, the only thing most people care about is how to survive with poverty every day. Although the living standards and educational backgrounds of citizens in the big cities of these countries is improved, it does not apply to others cities. Such as Nha Trang, the chosen destination in this thesis, the gap of the poor and the rich is still big, causing many problems for sustainable development plans of government.

Moreover, after this thesis, the author is aware of the importance of tourism services roles in sustainable tourism development. As one of the main factors for this development, tourism services such as tourism agencies, tour guides etc. need to be more priority in guiding the tourists or even attending in raising awareness to the locals about sustainable tourism development. Those people can approach the tourists easier than others so that their roles of prevention those tourism issues is more important.

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Appendices

Appendix 1. Instruction for participants

Instructions for the participant

In English

Hello,

My name is Vy Vu, a student of Degree Programmes in Tourism of Haaga-Helia University of Applied Sciences in Porvoo, Finland. As part of my studies, I am writing a bachelor thesis with the topic of Sustainable Tourism in Nha Trang, Vietnam. The data collection for the thesis is done through interviews with tourism professionals and locals in Nha Trang in order to find out about the level of sustainable tourism in Nha Trang.

Please answer all the questions in the interview. Your answers will be relevant for my study and is greatly appreciated. Any personal information will be kept confidential.

Thank you for your participation!

In Vietnamese

Kính gửi anh/ chị,

Tôi tên Vũ Nguyễn Yến Vy, là sinh viên ngành Du Lịch tại Đại học Ứng dụng Haaga-Helia tại thành phố Porvoo, Phần Lan. Hiện tại, tôi đang viết luận văn tốt nghiệp bậc cử nhân về Du Lịch Bền Vững tại Nha Trang, Việt Nam. Phương pháp thu thập thông tin của luận văn này được thực hiện với hình thức phỏng vấn. Người tham gia là dân địa phương và những người đang làm việc trong lĩnh vực du lịch tại Nha Trang. Với cuộc phỏng vấn này, tôi mong sẽ tìm ra được hiện trạng về du lịch bền vững tại Nha Trang.

Vui lòng trả lời những câu hỏi được liệt kê trong cuộc phỏng vấn. Phần trả lời của anh/ chị rất cần thiết cho luận văn của tôi và tôi rất cảm kích thời gian và công sức của anh/ chị đã giúp tôi thực hiện cuộc phỏng vấn này. Thông tin cá nhân của anh/ chị sẽ được bảo mật.

Xin chân thành cảm ơn!

Appendix 2. Guidelines questions for the interview

Guidelines for questions in the interview

In English

General information

What do you know about sustainable tourism?

What do you think about sustainable tourism development in Vietnam in general and in Nha Trang specifically?

What issues relating to sustainable tourism in Nha Trang need to be improved?

Environmental factors

How is the environmental conservation in Nha Trang in your opinion?

What is the biggest problem for Nha Trang environment?

What have you done to conserve the environment?

How do you dispose your waste?

Do you think the government is doing well in environmental conservation? And Why?

How do you know about government campaigns to conserve the environment? And have you taken part in those campaigns?

What do you think about government schemes and plans for environmental conservation in Nha Trang?

What do you think about tourists littering issues in Nha Trang?

What do you think tourism industry should do more for Nha Trang environment and eco systems?

How to improve environmental factor in sustainable tourism in your opinion?

Society factors

How do you think about Nha Trang cultures and heritages?

How about the living standards in Nha Trang?

Do you think tourism development help Nha Trang society developing? Why and How?

For you, which is the suitable method to raise awareness more about sustainable tourism?

What do you think about the Russian and Chinese tourism market in Nha Trang?

What do you consider as the specialty of Nha Trang to be preserve for next generations?

What do you think about government schemes and plans for society sustainable development in Nha Trang?

Economic factors

How do you think about sustainable tourism affecting the economy in Nha Trang?
What do you think about the job opportunities in tourism industry in Nha Trang now?
What do you think about the Chinese and Russian tourism agencies and their effects in Nha Trang economy?
How about the Vietnamese tourism business in Nha Trang in your opinion?
What is the improvement you suggest for economic sustainable development in Nha Trang?

In Vietnamese

Thông tin chung

Anh/ chị hiểu gì về phát triển du lịch bền vững?
Anh/ chị có suy nghĩ gì về phát triển du lịch bền vững ở Việt Nam nói chung và Nha Trang nói riêng?
Vấn đề gì về phát triển du lịch bền vững ở Nha Trang mà anh/ chị nghĩ cần cải thiện?

Yếu tố môi trường

Anh/ chị có suy nghĩ gì về vấn đề bảo vệ môi trường ở Nha Trang?
Theo anh/ chị, vấn nạn lớn nhất về môi trường tại Nha Trang là gì?
Anh/ chị đã làm gì để bảo vệ môi trường xung quanh?
Anh/ chị tiêu hủy rác thải trong gia đình bằng phương pháp nào? Anh/ chị có phân loại rác không?
Anh/ chị có nghĩ chính phủ đang làm tốt trong việc bảo vệ môi trường không? Tại sao?
Bằng cách nào anh/ chị biết đến các chiến dịch bảo vệ môi trường của chính phủ? Và anh/ chị có tham gia các chiến dịch đó không?
Anh/ chị có suy nghĩ gì về chính sách bảo vệ môi trường tại Nha Trang của chính phủ hiện tại?
Anh/ chị có suy nghĩ gì về vấn nạn xả rác bừa bãi của du khách tại Nha Trang?
Theo anh/ chị, ngành du lịch nên làm thế nào để bảo vệ môi trường tốt hơn?
Anh/ chị có đề nghị gì để phát triển môi trường bền vững tại Nha Trang không?

Yếu tố xã hội

Anh/ chị có suy nghĩ gì về văn hóa và di sản du lịch tại Nha Trang?
Anh/ chị có suy nghĩ gì về điều kiện và mức sống của người dân tại Nha Trang?
Anh/ chị có nghĩ rằng ngành du lịch đóng góp vào việc phát triển xã hội tại Nha Trang không? Tại sao và bằng cách nào?
Theo anh/ chị, phương thức nào là tốt nhất để nâng cao hiểu biết về phát triển du lịch bền vững tại Nha Trang?

Anh/ chị có suy nghĩ gì về khách du lịch Trung Quốc và Nga tại Nha Trang?

Điều đặc biệt gì ở Nha Trang mà anh/ chị nghĩ nên được bảo tồn và gìn giữ cho các thế hệ tiếp theo?

Anh/ chị có suy nghĩ gì về chính sách phát triển xã hội của chính phủ hiện nay?

Anh/ chị có đề nghị gì để phát triển xã hội bền vững tại Nha Trang không?

Yếu tố kinh tế

Anh/ chị có suy nghĩ gì về sự ảnh hưởng của du lịch bền vững đến kinh tế Nha Trang?

Anh/ chị có suy nghĩ gì về cơ hội việc làm trong lĩnh vực du lịch (bao gồm nhà hàng, khách sạn, các dịch vụ liên đới đến du lịch khác) tại Nha Trang?

Anh/ chị có suy nghĩ về các công ty, đơn vị du lịch của Trung Quốc và Nga tại Nha Trang và mức độ ảnh hưởng của họ đến phát triển kinh tế Nha Trang?

Anh/ chị có suy nghĩ gì về phát triển ngành du lịch tại Nha Trang và các công ty du lịch tại Nha Trang hiện tại?

Anh/ chị có đề nghị gì để phát triển kinh tế bền vững tại Nha Trang không?